Results

K-means Clustering

● Instructions

Clustering vector

Sum of squares Table

	Value
Cluster 1	352
Cluster 2	504
Cluster 3	608
Cluster 4	817
Cluster 5	581
Between clusters	2407
Total	5270

Clustering Table

Cluster No	Count
1	46
2	78
3	103
4	158
5	90

Centroids of clusters Table

	MAKER_DESIGN	MAKER_DATA	MAKER_POLITIC	MAKER_ARGUE	MAKER_SELF	MAKER_ALIGN	MAKER_TRUST	CHART_BEAUTY	CHART_INTENT	CHART_TRUST
1	0.472	0.731	1.345	-1.720	1.968	-2.245	-2.261	-1.019	1.510	-1.990
2	0.010	0.295	0.865	-0.787	0.786	-0.847	-0.906	-0.361	0.867	-0.916
3	0.786	0.958	-0.460	0.151	-0.334	0.227	-0.110	-0.716	0.049	-0.380
4	-0.450	-0.392	0.212	-0.157	0.279	-0.078	0.121	0.212	-0.200	0.280
5	-0.120	-0.381	-0.674	0.884	-1.057	0.819	1.017	0.547	-0.329	0.835

Plot of means across clusters

Optimal number of clusters
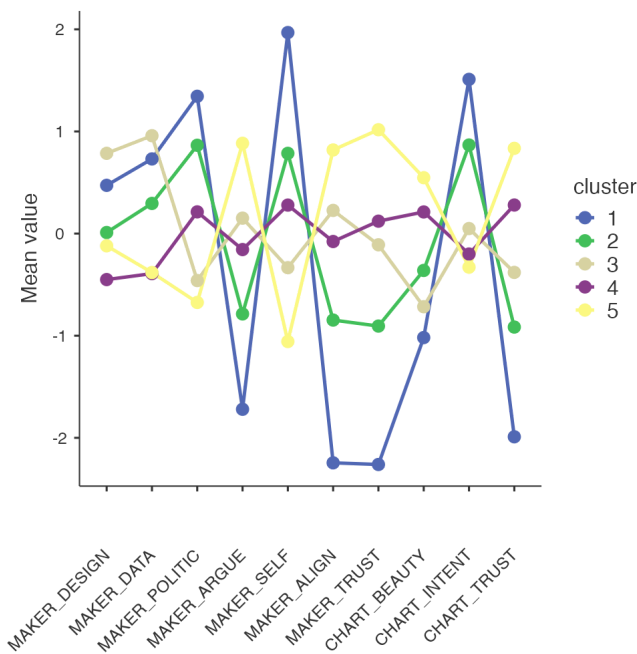
Optimal number of clusters
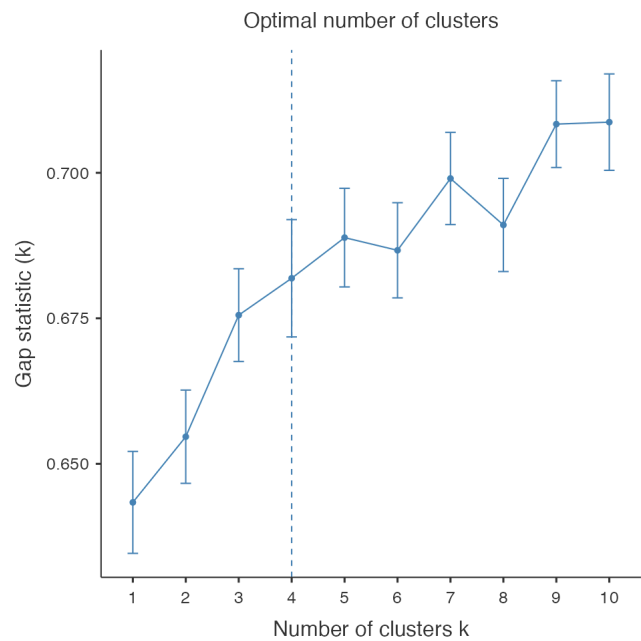
Cluster plot

Cluster plot
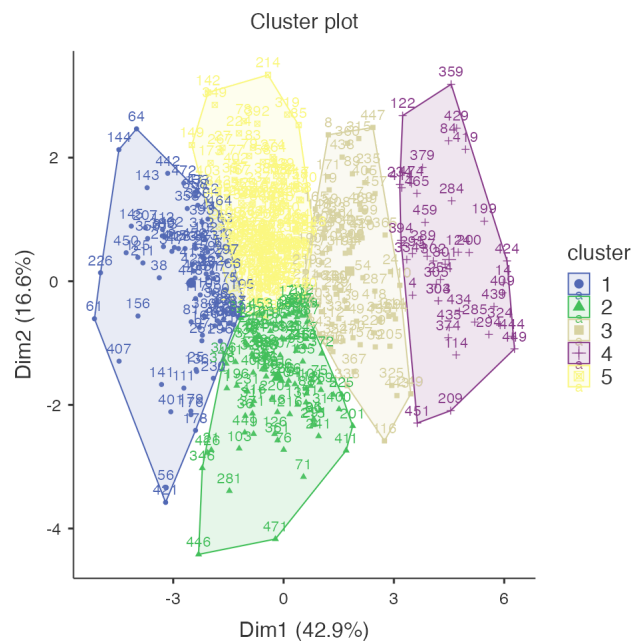
Variables-PCA

Variables - PCA
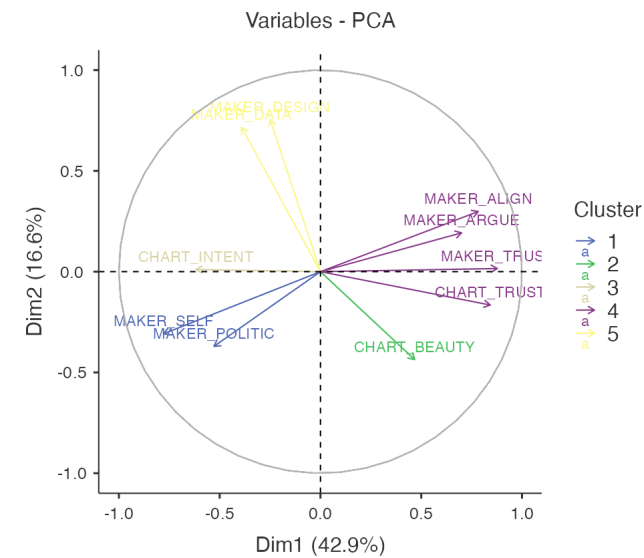
Silhouette index

Cluster No.	Silhouette index

Descriptives

Plots

CLUSTER_K_5_sds

STIM CATEGORY BY CLUSTERS
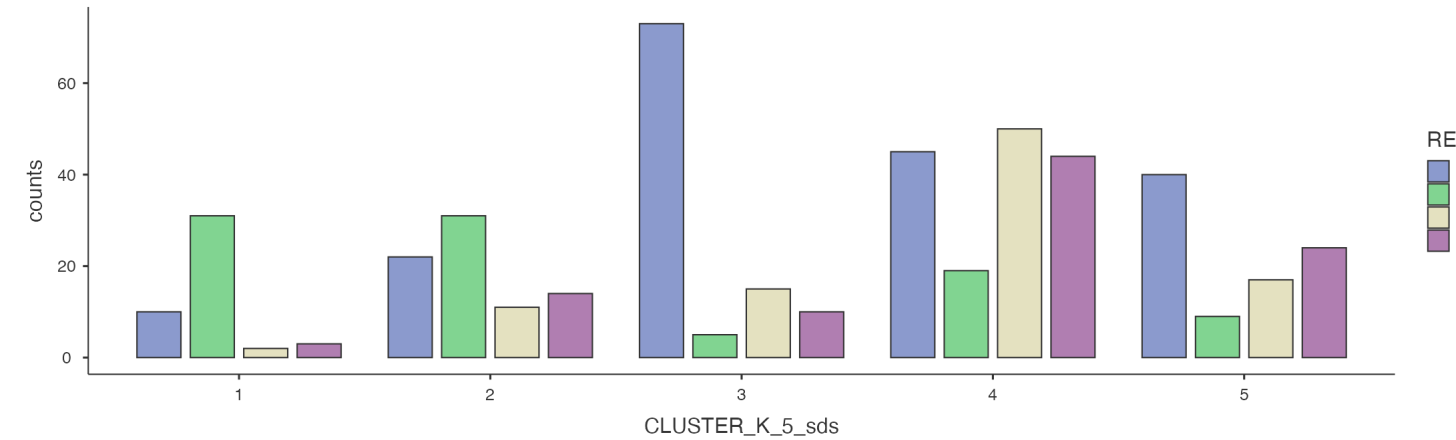
Descriptives

Plots

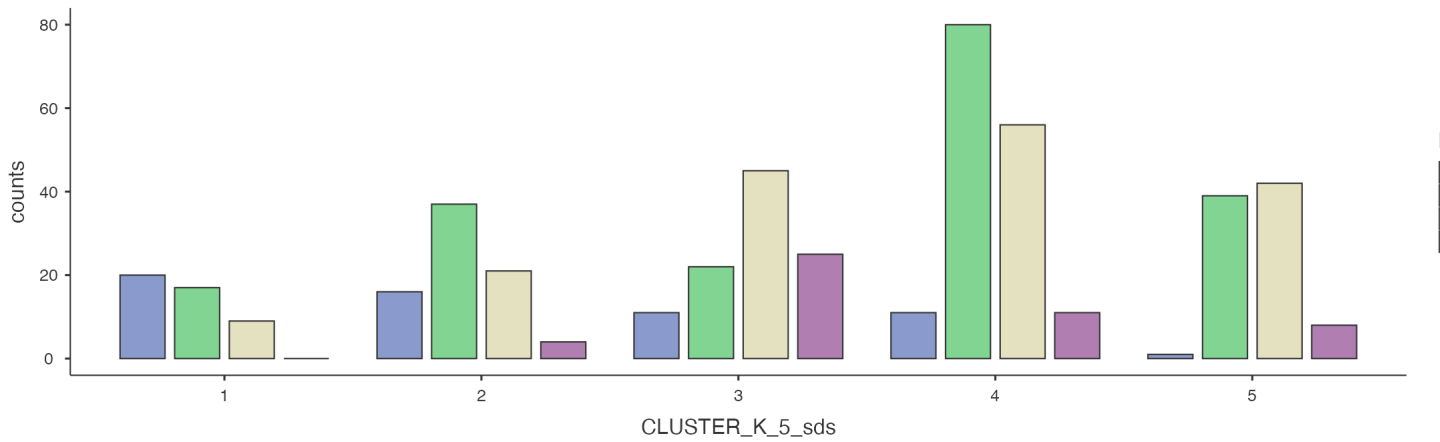### CLUSTER_K_5_sds

STIMULUS BY CLUSTER
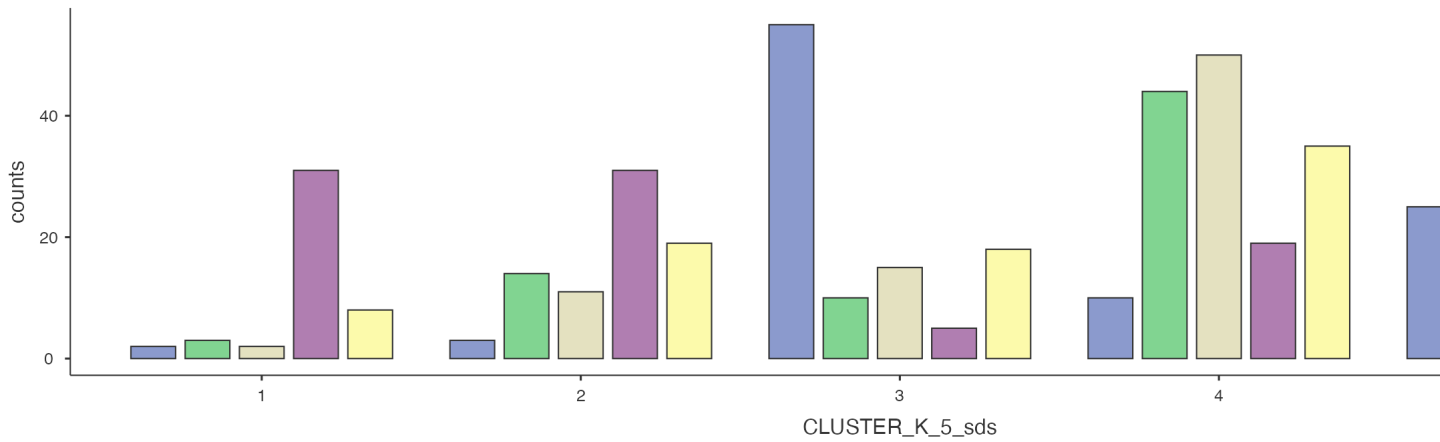
Descriptives

Plots
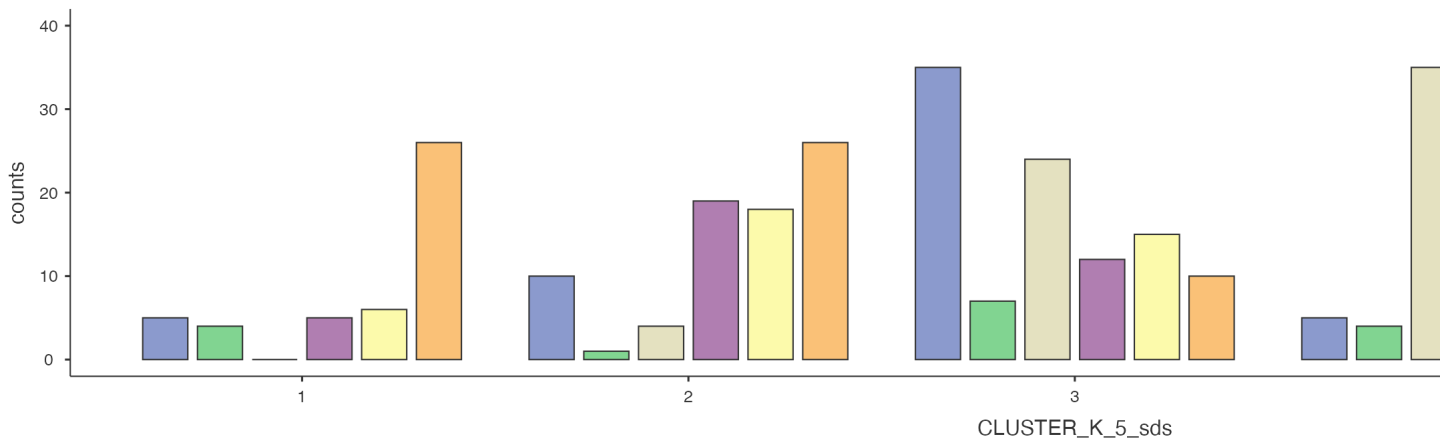
CLUSTER_K_5_sds

Descriptives

Plots

CLUSTER_K_5_sds

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CLUSTER_K_5_sds
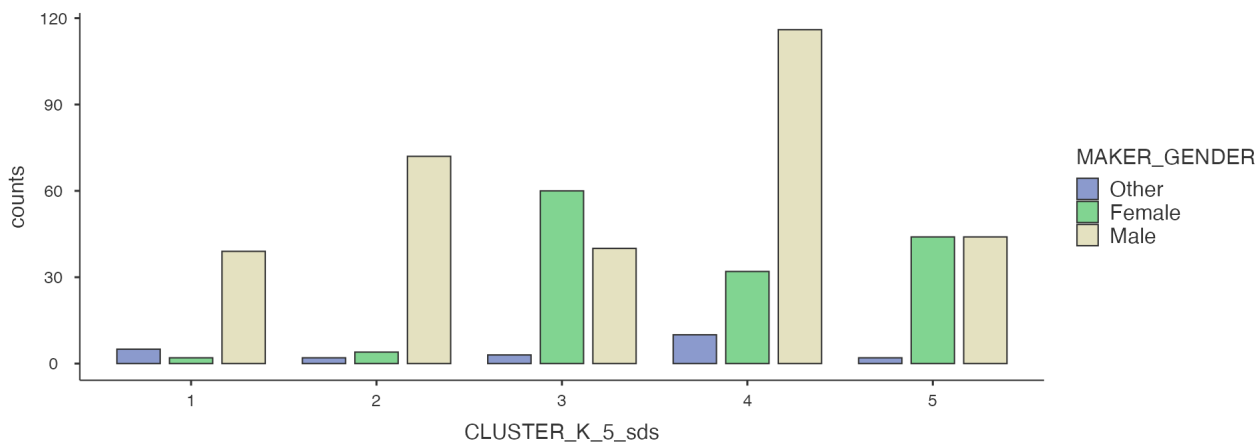
Descriptives

Plots

Sample